

KUFX-FM/HD-2

Issues/Programs Report

April – June 2014

ISSUES/PROGRAMS REPORT

Q2 2014

The following report details public affairs programming aired during the period April-June 2014.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

HEALTH

ECONOMY

CHILDREN's ISSUES/PARENTING

EDUCATION

ENVIRONMENT

A summary of programs aired addressing these issues and full show descriptions follow.

Also, public service campaigns and community initiatives aired/conducted during the quarter are also detailed.

KUFX-FM/HD-2 PUBLIC AFFAIRS PROGRAM SCHEDULE

Q2 2014

SUNDAYS

<u>Time</u>	<u>Program</u>	<u>Type</u>	<u>Length</u>
5:00 AM	Info Trak	I	30 min
5:30 AM	Today's World	I	30 min
6:00 AM	Commonwealth Club	I	1 hour

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

KUFX-FM/HD-2 PSA'S/COMMUNITY INITIATIVES

Q2 2014

Local PSA Spot Summary

- Ad Council: Disaster Preparedness
 - o 1x :30 spot
- Ad Council/US Army: High School Drop Out Prevention
 - o 1x :60 spot
- Ad Council: Texting While Driving Prevention
 - o 1x :30 spot
- Ad Council: Buzzed Driving Prevention
 - o 2x :60 spots
- Ad Council: Hunger Prevention
 - o 1x :60 spot
 - o 1x :30 spot
- Ad Council: Emergency Preparedness
 - o 1x :60 spot
- Ad Council: Job Training
 - o 1x :60 spot
- Ad Council/Dept of Education Teacher Recruiting
 - o 1x :30 spot
- Ad Council: Childhood Asthma:
 - o 2x :60 spots
 - o 1x :30 spot
- Ad Council: Stroke Awareness
 - o 2x :60 spots
 - o 1x :30 spot
- Ad Council: Caregiver Assistance
 - o 1x :60 spot
 - o 1x :30 spot

Total Local Spot Count: 18

KUFX HD2 Q2 2014 ISSUES + PROGRAMS REPORT SUMMARIES

HEALTH

DATE	TOPIC	DURATION	PROGRAM
4/6/14	Gary Taubes, on the science of weight loss, offering dietary changes for long-term weight loss and more energy.	9 minutes	Info Trak
4/13/14	Eric Decker, PhD on Rancid foods are becoming more common, thanks to recent reductions in trans fats.	7 minutes	Info Trak
4/27/14	Dr. James Hubbard, on the basic skills everyone should know in the event of a medical emergency,	8 minutes	Info Trak
5/11/14	Dr. Maisch on health issues ranging from heart & lung issues to obesity.	15 minutes	Today's World
5/18/14	Sheila Badonon of Hurt No 1 on education and resources to promote safety and alternatives to violent, abusive, and controlling behavior in intimate relationships.	30 minutes	Today's World
6/8/14	Lori Bremner with the American Cancer Society shared information about Relay for Life and how listeners can get involved in the fight against cancer	30 Minutes	Today's World
6/22/14	Victoria Moran, on veganism and the reasons that millions of Americans have chosen to avoid all animal-based products.	8 minutes	Info Trak
6/22/14	Dana Van Gorder, Executive Director of Project Inform On the upcoming AIDS Walk SF	15 minutes	Today's World
6/29/14	Dan Hannan, CSP, on the most common household accidents and how to avoid them	5 minutes	Info Trak

ECONOMY

DATE	TOPIC	DURATION	PROGRAM
4/6/16	Padmasree Warrior, Chief Technology and Strategy Officer of Cisco on the changing landscape of innovation	60 minutes	Commonwealth Club
4/20/14	Anne Perschel, PhD, on corporations forgoing future success by failing to move more women into senior	9 minutes	Info Trak

	leadership roles.		
4/20/14	Author Steven Kotler, on social and technological trends converging today that will improve the lives of billions of people across the globe in the near future.	8 minutes	Info Trak
4/20/14	Alison Borland, on how the Great Recession has led many Americans to dip into their retirement savings early and the increased impact on minorities	5 minutes	Info Trak
4/27/14	Ric Edelman, on how the average person can save for a comfortable retirement	8 minutes	Info Trak
4/27/14	Douglas Goldman on the Goldman Environmental Prize, fighting for clean air/water and ecosystems	60 minutes	Commonwealth Club
5/11/14	Greg Kaplan, PhD, on why middle-class families with decent incomes, but illiquid assets are living paycheck to paycheck	7 minutes	Info Trak
5/25/14	Richard Bolles, on the rapidly changing way companies locate and hire employees	9 minutes	Info Trak
5/25/14	Ron Montoya, offered suggestions for shoppers with poor credit on buying a new car	5 minutes	Info Trak
6/6/14	Dan Quigley, Interim President of the Oakland Metropolitan Chamber of Commerce on economic development	30 minutes	Today's World
6/15/14	Cash Nickerson, on Baby Boomers continuing to work, as they approach traditional retirement age	8 minutes	Info Trak
6/15/14	Former US Secretary of Treasury Timothy Geithner on the tough decisions required to save the U.S. economy from collapse	60 minutes	Commonwealth Club
6/22/14	Texas Governor Rick Perry on Energy Independence In America	60 minutes	Commonwealth Club

6/29/14	Peter Cappelli, on companies not being able to find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered	10 minutes	Info Trak
6/29/14	Freakonomics Authors Steven Levitt & Stephen Dubner on teach how to make smarter, harder and better decisions	60 minutes	Commonwealth Club

CHILDREN'S ISSUES

DATE	TOPIC	DURATION	PROGRAM
4/13/14	Gay McDaniel, Executive Director of Family Emergency Shelter Coalition on services available to families	30 minutes	Today's World
4/20/14	Jim Oswald, of the Edgewood Center on assisting children, youth, and families that have experienced traumatic stress	30 minutes	Today's World
05/04/14	Jenn Wilson of Make-A-Wish Bay Area on upcoming events, and the success of a popular Make-A-Wish effort in San Francisco featuring "Bat Kid.":	30 minutes	Today's World
5/11/14	Dorothy Espelage, PhD, on sexual harassment and sexual violence among middle school youth	9 minutes	Info Trak
5/11/14	Michelle Macy, MD, on parent drivers, distracted driving with kids in the car	4 minutes	Info Trak
5/18/14	Lynsey Romo, on communicating family finances with school-aged kids	5 minutes	Info Trak
5/18/14	Danah Boyd, Principal Researcher, Microsoft Research on the social lives of networked teens	60 minutes	Commonwealth Club
5/25/14	Jean Illsley Clarke, PhD, on how to recognize overindulgence in your children and why it can be so damaging as they grow into adulthood.	8 minutes	Info Trak
6/8/14	Robert Whelan, PhD, on the similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol	5 minutes	Info Trak
6/15/14	Christopher Wildeman, PhD, on the number of children suffering from	9 minutes	Info Trak

	neglect or physical, emotional, or sexual abuse before they turn 18 years old		
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EDUCATION

DATE	TOPIC	DURATION	PROGRAM
6/8/14	Michael Ford, on why 95% immigrants who want to become American citizens can successfully pass a naturalization test, yet 35% of native-born Americans can not	7 minutes	Info Trak
6/8/14	Cynthia Hammond-Davis, on the starting the college financial aid planning process early in a child's life	9 minutes	Info Trak
6/15/14	Jeff Haig, on opportunities for students planning for college.	5 minutes	Info Trak
6/22/14	Enrico Moretti, PhD, on the redistribution of jobs and advice for young people who are considering career choices and weighing the value of a college education.	9 minutes	Info Trak

ENVIRONMENT

DATE	TOPIC	DURATION	PROGRAM
4/27/14	Simon Davidoff, on what the average person can do to determine and reduce their personal "water footprint.	5 minutes	Info Trak
5/11/14	Former NASA Astronaut Dr. Ed Lu on protecting Earth from asteroids	60 minutes	Commonwealth Club
5/18/14	Robert D. Morris, MD, PhD, on why the nation's water supply remains a serious health risk	8 minutes	Info Trak
6/1/14	Lacey Plache, on why conventional gas-powered cars are successfully competing against hybrids.	4 minutes	Info Trak
6/29/14	Jeff Deyette, on the simple steps consumers can take to reduce their own global warming emissions	7 minutes	Info Trak

MISCELLANEOUS

DATE	TOPIC	DURATION	PROGRAM
4/6/14	Ben Dattner, PhD, on the dynamics	7 minutes	Info Trak

	of credit and blame in every team and organization and how to empower employees to experiment with new approaches		
4/6/14	Jonathan Adkins, from the Governors Highway Safety Association on the role of speeding in traffic deaths.	5 minutes	Info Trak
4/13/14	Lori Andrews, on the accelerated the erosion of personal privacy rights due to social networks	9 minutes	Info Trak
4/13/14	Kevin Haley, on protecting your smart phone data	5 minutes	Info Trak
4/13/14	Arianna Huffington and Sheryl Sandberg on redefining success	60 minutes	Commonwealth Club
4/20/14	Former Congressman Ron Paul, defining Liberty	60 minutes	Commonwealth Club
5/4/14	Mike Staver, on the warning signs of workplace violence and tips to defuse conflicts on the job.	8 minutes	Info Trak
5/4/14	Jonathan Ladd, PhD, on why confidence in the press has declined so dramatically over the past 40 years.	9 minutes	Info Trak
5/4/14	Author Matt Taibbi on systemic corruption	60 minutes	Commonwealth Club
5/11/14	NBC Bay Area reporter Garvin Thomas on Bay Area residents who deserved recognition for their acts of generosity and kindness.	15 minutes	Today's World
5/18/14	Mike Gikas, on smart phone theft	9 minutes	Info Trak
5/25/14	Rich Avanzino , President of "Maddie's Fund" discussed animal rescue efforts around the Bay Area, the no-kill movement, and their upcoming "Free Adoption Days."	30 minutes	Today's World
5/25/14	UC Berkeley Professor of Law Ian Haney-Lopez: Race and Politics in America	60 minutes	Commonwealth Club
6/1/14	Mai Fernandez, on the human impact of national crime statistics, and why fewer than half the crimes committed go unreported.	7 minutes	Info Trak
6/1/14	Representatives from West Bay Pilipino Multi-Service Center in San Francisco discussed topics impacting the Bay Area communities.	30 minutes	Today's World
6/1/14	Larry Scott of the Pac 12, James	60 minutes	Commonwealth Club

	Delany of the Big 10 and Pac 12 broadcaster Ted Robinson take you inside college football		
6/8/14	Michael McFaul, former U.S. Ambassador to Russia on U.S.-Russian relations and insight into current and future actions by President Vladimir Putin.	60 minutes	Commonwealth Club
6/15/14	Founder Rose Chung shared information about the Miss Asian Global Pageant and how the experience instills values in participants.	30 minutes	Today's World
6/22/14	Richard Ponziani, on the failure to use turn signals resulting in as many as 2 million traffic accidents each year.	6 minutes	Info Trak
6/22/14	NBC Bay Area reporter Garvin Thomas on Bay Area residents who deserved recognition for their acts of generosity and kindness.	15 minutes	Today's World
6/29/14	Michelle Meow, Host and Founder of Swirl TV & Radio on the importance of Pride in San Francisco and updates on recent LGBT issues.	15 Minutes	Today's World
6/29/14	Kristen Lee, Executive Director of Chinatown YMCA discussed the importance of the center to the community	15 minutes	Today's World

Program Summaries

April – June 2014

INFO TRAK Q2 2014

Program Synopsis

April – June 2014

Date aired: 4/6/14 Time Aired: 5:00am

Gary Taubes, science and health journalist, author of *“Why We Get Fat, and What to Do About It”*

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

Issues covered:

Length: 9:41

Personal Health

Nutrition

Ben Dattner, PhD, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of *“The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure”*

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

Issues covered:

Length: 7:26

Workplace Matters

Employment

Jonathan Adkins, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

Issues covered:

Length: 4:54

Highway Safety

Government Policies

Date aired: 4/13/14 Time Aired: 5:00am

Eric Decker, PhD, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

Issues covered:

Length: 7:23

Food Safety

Personal Health

Consumer Matters

Lori Andrews, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of *"I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy"*

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

Issues covered:

Length: 9:51

Privacy

Government Policy

Employment

Kevin Haley, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen?

Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.

Issues covered:

Length: 5:04

Crime

Privacy

Workplace Matters

Date aired: 4/20/14 Time Aired: 5:00am

Anne Perschel, PhD, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.

Issues covered:

Length: 9:03

Women's Issues

Discrimination

Career

Steven Kotler, science writer, author of "*Abundance: The Future Is Better Than You Think*"

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how

governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

Issues covered:

Length: 8:05

Economy

Science & Technology

Employment

Alison Borland, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

Issues covered:

Length: 5:09

Retirement Planning

Minority Concerns

Senior Citizens

Date aired: 4/27/14 Time Aired: 5:00am

Ric Edelman, nationally-recognized financial advisor, syndicated columnist, author of *"The Truth About Retirement Plans and IRAs"*

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

Issues covered:

Length: 8:31

Personal Finance

Retirement

Senior Issues

James Hubbard, MD, family physician, author of *"Living Ready Pocket Manual - First Aid: Fundamentals for Survival"*

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

Issues covered:

Length: 8:44

Emergency Preparedness

Personal Health

Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal “water footprint.”

Issues covered:

Length: 4:58

Environment

Consumer Matters

Date aired: 5/4/14 Time Aired: 5:00am

Mike Staver, strategic business advisor, CEO of The Staver Group, creator of the audio and video series “21 Ways to Defuse Anger and Calm People Down”

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

Issues covered:

Length: 8:04

Workplace Violence

Mental Health

Crime

Jonathan Ladd, PhD, assistant professor of Government and Public Policy at Georgetown University, author of “*Why Americans Hate The Media And How It Matters*”

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

Issues covered:

Length: 9:00

Media Issues

Voting

Consumer Matters

Jerry Brewer, MD, dermatologist and researcher at the Mayo Clinic

Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.

Issues covered:

Length: 4:51

Cancer

Personal Health

Date aired: 5/11/14 Time Aired: 5:00am

Dorothy Espelage, PhD, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:

Length: 9:34

Sexual Harassment

Violence

Parenting

Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University

Roughly one-third of all U.S. families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid

assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:

Length: 7:46

Economy

Personal Finance

Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:

Length: 4:45

Traffic Safety

Date aired: 5/18/14 Time Aired: 5:00am

Mike Gikas, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:

Length: 8:56

Crime

Consumer Matters

Robert D. Morris, MD, PhD, environmental epidemiologist, drinking water research scientist, author of *"The Blue Death: Disease, Disaster & the Water We Drink"*

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

Issues covered:

Length: 8:17

Community Health

Environment

Lynsey Romo, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

Issues covered:

Length: 4:59

Parenting

Personal Finance

Date aired: 5/25/14 Time Aired: 5:00am

Richard Bolles, career development expert, author of *“What Color Is Your Parachute? Guide to Rethinking Resumes”* and *“What Color Is Your Parachute? Guide to Rethinking Interviews”*

Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

Issues covered:

Length: 8:58

Employment

Career

Jean Illsley Clarke, PhD, internationally known parent educator, co-author of *“How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children”*

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

Issues covered:

Length: 8:13

Parenting Issues

Ron Montoya, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

Issues covered:

Length: 4:53

Consumer Matters

Personal Finance

Date aired: 6/1/14 Time Aired: 5:00am

Mai Fernandez, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

Issues covered:

Length: 7:05

Victims' Rights

Crime

Steve Pemberton, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

Issues covered:

Length: 9:58

Foster Care

Child Abuse

Diversity

Literacy

Lacey Plache, Chief Economist of Edmunds.com, an automotive web site

Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

Issues covered:

Length: 4:42

Consumer Matters

Energy

Environment

Date aired: 6/8/14 Time Aired: 5:00am

Michael Ford, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.

Issues covered:

Length: 7:44

Education

Citizenship

Voting

Cynthia Hammond-Davis, author of *"If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective"*

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

Issues covered:

Length: 9:24

Education

Parenting

Consumer Matters

Robert Whelan, PhD, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

Issues covered:

Length: 5:05

Drug & Alcohol Abuse

Learning Disabilities

Youth at Risk

Date aired: 6/15/14 Time Aired: 5:00am

Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

Issues covered:

Length: 9:10

Child Abuse & Neglect

Government Policies

Parenting

Cash Nickerson, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

Issues covered:

Length: 8:07

Senior Citizens

Employment

Jeff Haig, Chair of the UCLA Scholarship Admissions Committee, co-author of the book *"Unlock Your Educational Potential"*

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

Issues covered:

Length: 5:02

Education

Children's Issues

Date aired: 6/22/14 Time Aired: 5:00am

Enrico Moretti, PhD, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of *"The New Geography of Jobs"*

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

Issues covered:

Length: 8:54

Employment

Education

Government Policies

Victoria Moran, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of *"Main Street Vegan"*

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

Issues covered:

Length: 8:10

Nutrition and Health

Consumer Matters

Richard Ponziani, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

Issues covered:

Length: 4:59

Traffic Safety

Consumer Matters

Date aired: 6/29/14 Time Aired: 5:00am

Peter Cappelli, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of "*Why Good People Can't Get Jobs*"

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

Issues covered:

Length: 10:15

Unemployment

Government Policies

Economy

Jeff Deyette, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of "*Cooler Smarter: Practical Steps for Low-Carbon Living*"

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

Issues covered:

Length: 6:59

Environment

Global Warming

Consumer Matters

Dan Hannan, CSP, safety, health and environmental expert, author of *"Preventing Home Accidents"*

Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.

Issues covered:

Length: 5:05

Home Safety

TODAY'S WORLD Q2 2014

Program Synopsis

April – June 2014

“Oakland Energy & Sustainability Summit” featuring Dan Quigley, Interim President of the Oakland Metropolitan Chamber of Commerce

AIR DATE: April 6, 2014

Interim President of the Oakland Metropolitan Chamber of Commerce discussed their educational half day economic development program, illuminating ideas: ENERGY & Sustainability Summit.

“FESCO: The Family Shelter” featuring Gay McDaniel, MSW and Executive Director of Family Emergency Shelter Coalition

AIR DATE: April 13, 2014

Gay discussed the organization's various services available for families in the Hayward, Castro Valley, San Lorenzo and San Leandro communities.

“The Edgewood Center for Children & Families” featuring Jim Oswald, Director of Marketing and Communications

AIR DATE: April 20, 2014

Our guest joined us to discuss the work The Edgewood Center does to assist children, youth, and families that have experienced traumatic stress leading to learning disabilities, mental illness, and debilitating behavioral issues.

“Child Family Health International” featuring Jessica Evert, Executive Director.

AIR DATE: April 27, 2014

Executive Director of CFHI Jessica Evert joined us to share the work their global family of health professionals and students are doing to make a difference at the grassroots level.

“Make-A-Wish Bay Area” featuring Marketing Director Jenn Wilson

AIR DATE: May 4, 2014

Marketing Director of Make-A-Wish Greater Bay Area discussed the organization, upcoming events, and the success of a popular Make-A-Wish effort in San Francisco featuring “Bat Kid.”:

“Bay Area Proud #2” featuring journalist and NBC Bay Area reporter Garvin Thomas.

AIR DATE: May 11, 2014

Garvin joined the show to discuss the most recent stories of Bay Area residents who deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast’s weekly segment and their contributions to society.

“Washington Hospital Healthcare System” featuring Dr. Mary Maisch

AIR DATE: May 11, 2014

Dr. Maisch discussed health issues ranging from heart & lung issues to obesity.

“Hurt No 1, Inc” featuring Sheila Badon

AIR DATE: May 18, 2014

We discussed the efforts of HurtNo1, Inc. to educate and provide resources to promote safety and alternatives to violent, abusive, and controlling behavior in intimate relationships.

“Maddie’s Fund” featuring Rich Avanzino, President

AIR DATE: May 25, 2014

President of “Maddie’s Fund” discussed animal rescue efforts around the Bay Area, the no-kill movement, and their upcoming “Free Adoption Days.”

“West Bay Pilipino Multi-Service Center” featuring Vivian Araullo, Rudy Asercion, and Ray Buenaventura

AIR DATE: June 1, 2014

Representatives from West Bay Pilipino Multi-Service Center in San Francisco to discussed important topics to the Bay Area communities. Ray Buenaventura from the City of San Bruno also joins to discuss the importance of mentoring.

“Relay for Life” with American Cancer Society Volunteer & Advocate Lori Bremner

AIR DATE: June 8, 2014

It's Relay for Life season and our guest shared information about the event and how listeners can get involved. Lori also discussed her own personal story of overcoming cancer and recent progress made in the fight against cancer.

"Miss Asian Global Pageant" with Founder Rose Chung, Amanda Lee, former Miss Asian California, and Volunteer Rebecca Chow

AIR DATE: June 15, 2014

Our guests shared information about the Miss Asian Global Pageant and how the experience instills values of leadership and service in participants.

"Bay Area Proud #3" featuring journalist and NBC Bay Area reporter Garvin Thomas.

AIR DATE: June 22, 2014

Garvin joined the show to discuss the most recent stories of Bay Area residents who deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast's weekly segment and their contributions to society.

"AIDS Walk SF" with Dana Van Gorder, Executive Director of Project Inform

AIR DATE: June 22, 2014

Dana Van Gorder discussed the upcoming AIDS Walk SF and how the funds raised benefit groups like Project Inform and many other Bay Area organizations working to stop new infections and support people living with HIV/AIDS. We also discussed recent progress fighting the disease.

"Pride" with Michelle Meow, Host and Founder of Swirl TV & Radio

AIR DATE: June 29, 2014

June is Pride Month and Michelle Meow joined us to discuss the importance of Pride in San Francisco and updates on recent LGBT issues.

"Chinatown YMCA" with Kristen Lee, Executive Director

AIR DATE: June 29, 2014

Executive Director of Chinatown YMCA discussed the importance of the center to the community, activities, events, and new facility.

Commonwealth Club Q2 2014

Program Synopsis

April - June 2014:

AIR DATE: April 6, 2014

The Business of Innovation: Today and Tomorrow

Padmasree Warrior, Chief Technology and Strategy Officer, Cisco

Marina Gorbis, Executive Director, Institute for the Future - Moderator

Today's innovation and success landscape is much different than just 10 years ago. Major technology trends are converging and shaping how we live, how we work, how we learn and how we play. In turn, there are business imperatives that result and Warrior says that only those who can encourage and ride this wave of ongoing innovation will thrive.

AIR DATE: April 13, 2014

Arianna Huffington with Sheryl Sandberg: Redefining Success

Arianna Huffington, President and Editor-in-Chief, Huffington Post Media Group; Author, *Thrive*

In conversation with **Sheryl Sandberg**, Chief Operating Officer, Facebook; Author, *Lean In*

What if success was not defined by money and power alone? As president and editor-in-chief of the Pulitzer Prize-winning Huffington Post and one of Forbes' Most Influential Women In Media, Arianna Huffington is no stranger to success, and she now seeks to redefine it. Huffington is leading a groundbreaking movement to make success equally inclusive of personal health, well-being and giving back. Tackling what she has coined "The Third Metric," this business tycoon reminds us all to pursue a life with purpose and meaning. In an interview conducted by Facebook COO Sheryl Sandberg, these two powerhouses challenge us to re-envision "conquest" as we know it.

AIR DATE: April 20, 2014

Ron Paul: Liberty Defined

Former U.S. Congressman

The term "liberty" is so commonly used in our country that you might say it has become a mere cliché. But do we know what it means? What it promises? How it factors into our daily lives? And most important, can we recognize tyranny when it is sold to us disguised as a form of liberty? Paul posits that to believe in liberty is not to believe in any particular social and economic outcome. It is to trust in the spontaneous order that emerges when the state does not intervene in human volition and human cooperation. It permits people to work out their problems for themselves, build lives for themselves, take risks and accept

responsibility for the results, and make their own decisions. In fact, Paul calls liberty the seed of America.

AIR DATE: April 27, 2014

The Goldman Prize at 25

Douglas Goldman, Vice President, Goldman Environmental Foundation

John Goldman, President, Goldman Environmental Foundation

Maria Gunnoe, Community Organizer and Media Spokesperson, Ohio Valley Environmental Coalition; 2009 Goldman Prize Winner

Kimberly Wasserman, Coordinator, Little Village Environmental Justice Organization; 2013 Goldman Prize Winner

In Conversation with **Greg Dalton**, Founder, Climate One

The Goldman Environmental Prize has honored more than 160 heroes who are fighting on the front lines to deliver clean water, clean air and preserve ecosystems. As the prize celebrates its 25th anniversary, we will look at the award's accomplishments with two members of the founding family and two award winners.

AIR DATE: May 4, 2014

Matt Taibbi: A Scathing Portrait of American Injustice

Former Contributing Editor, *Rolling Stone*; Author, *The Divide*

In conversation with **Clara Jeffrey**, Co-Editor, *Mother Jones*

Taibbi is perhaps best known for memorably christening Goldman Sachs “a great vampire squid wrapped around the face of humanity.” He has written extensively urging us to think critically about the key institutions and events that shape our country's collective brain. From *Griftopia*'s intense debunking of vested interests and “vampire squid” investment banks to *The Great Derangement*'s thorough examination of the post-9/11 era, Taibbi writes with passion and urgency. In his new book, *The Divide: American Injustice in the Age of the Wealth Gap*, he continues to passionately decry systemic corruption. This time, however, he turns his focus to examining what he calls “the divide” – the line where troubling trends of mass incarceration and mass inequality meet. He examines the side-by-side existence of criminalized poverty and what he calls the unpunished crimes of the rich.

AIR DATE: May 11, 2014

Dr. Ed Lu: Protecting Earth from Asteroids - Why We May Not See Them Coming

Ed Lu, Ph.D., Former NASA Astronaut; CEO and Co-founder, B612 Foundation

Brian Hackney, Meteorologist and Reporter, KPIX 5 Television, San Francisco - Moderator

In a recent “60 Minutes” interview, Lu pointed out that more than a million “near-Earth asteroids” are larger than the asteroid that struck Tunguska, Siberia, in 1908 – and about 1,000 times more powerful than the atomic bomb dropped on Hiroshima. The 1908 asteroid was only about 40 meters across, yet it destroyed an area roughly the size of the San Francisco Bay Area. *Nature* magazine has just reported that “the risk of similar objects hitting our planet may be ten times larger than previously thought. What can be done, if anything, to identify and combat threats? Dr. Lu flew three space missions, including six months on the International Space Station. He will discuss his mission to detect and track the million

asteroids with the potential to destroy any major city on Earth and how his B612 Foundation plans to build, launch and operate a deep space telescope with an infrared lens – the first private-sector deep space mission in history.

AIR DATE: May 18, 2014

It's Complicated: The Social Lives of Networked Teens

Danah Boyd, Principal Researcher, Microsoft Research; Research Assistant Professor in Media, Culture, and Communication, New York University; Fellow, Harvard's Berkman Center; Author, *It's Complicated: The Social Lives of Networked Teens*

In conversation with **Laura Sydell**, Correspondent, National Public Radio

Youth culture and technology expert Danah Boyd will discuss her ground-breaking research regarding the major myths about how teens use social media and, in turn, the truths about identity, privacy, safety, danger and bullying. Ultimately, Boyd argues that society fails young people when paternalism and protectionism hinder teenagers' ability to become informed, thoughtful and engaged citizens through their online interactions. Yet despite an environment of rampant fear mongering, Boyd finds that teens often find ways to engage and to develop a sense of identity.

AIR DATE: May 25, 2014

Ian Haney-Lopez: Race and Politics in America

UC Berkeley Professor of Law; Author, *Dog Whistle Politics*

Judge LaDoris Hazzard Cordell - Moderator

Haney-Lopez explains that a silent "dog-whistle" language in politics sends one message to the electorate while sending a coded message to a targeted political base. He analyzes how that coded language has contributed to increasing inequality in America since the 1960s. For example, when campaigning for president in 1980, Ronald Reagan never mentioned race when he told stories of Cadillac-driving "welfare queens" and "strapping young bucks" buying T-bone steaks with food stamps. But Haney-Lopez contends that Reagan's "dog whistle" message was about racial minorities — inaudible on one level, but clearly heard on another. In doing so, he says Reagan tapped into a long political tradition used strategically by both liberal and conservative politicians, and this language has remained relevant in the age of the Tea Party and President Obama.

AIR DATE: June 1, 2014

Inside College Football: Ask the Commissioners

Larry Scott, Commissioner, Pac 12; Former Chairman and CEO, Women's Tennis Association; Former President and COO, ATP Properties

James Delany, Commissioner, Big 10

Ted Robinson, Emmy Award-winning Broadcaster; Announcer, Pac 12 Network, and San Francisco 49ers – Moderator

As the 2014 season begins to take shape, hear the heads of the two college conferences with the largest television and media footprint discuss the opportunities and challenges facing college football, including compensation for student-athletes, safety issues and the advent of playoffs, as the sport continues its

unparalleled growth. Predictions are also likely, including for the Bay Area Bowl that will feature a team from each conference.

AIR DATE: June 8, 2014

Michael McFaul: Former U.S. Ambassador to Russia

Former U.S. Ambassador to Russia

Dr. Gloria Duffy, President & CEO, The Commonwealth Club – Moderator

Michael McFaul left his position as U.S. ambassador to Russia in February of this year, just after the Sochi Olympics and immediately preceding the current crisis in Ukraine. Against the backdrop of the Ukraine presidential election scheduled for May 25, the threat of Russian military force and a diplomatic solution to the Ukraine crisis in question, here is a rare chance to get an inside look at U.S.-Russian relations and insight into current and future actions by President Vladimir Putin.

AIR DATE: June 15, 2014

Timothy Geithner - Former US Secretary of Treasury

Author, *Stress Test: Reflections on Financial Crises*

Bethany McLean, Contributing Editor, *Vanity Fair* – Moderator

Geithner served as the 75th U.S. Secretary of the Treasury under President Obama from 2009 to 2013. In *Stress Test*, he reveals some of the most challenging and controversial moments he faced in the wake of the worst global financial crisis since the Great Depression. Geithner shares his personal and professional recollections of President Obama, Ben Bernanke, Hank Paulson and others, and candidly explains the tough decisions required to save the U.S. economy from collapse. He also examines the tensions between policy and politics that have come to dominate discussions of the U.S. economy.

AIR DATE: June 22, 2014

Texas Governor Rick Perry: Energy Independence In America

Governor, Texas

Greg Dalton, Founder and Host, Climate One, The Commonwealth Club — Moderator

Texas Governor Rick Perry believes his state is leading the way for America in creating energy independence by producing crude oil and electricity in many forms, including natural gas, coal, nuclear, wind, solar, bio-fuel and hydroelectric generation. In a recent letter to President Obama, Governor Perry wrote that the current federal policies will “incapacitate – and possibly eliminate – critical sources of energy while stifling job creation and threatening American energy policy.” Governor Perry has been in public office for over two decades, including 14 years as governor. He served in the US. Air Force and is a graduate of Texas A&M University. He will discuss energy and his ideas on other political issues of the day, including his experiences as a Republican candidate on the 2012 presidential campaign trail and his view of the road ahead.

AIR DATE: June 29, 2014

Freakonomics with Steven Levitt & Stephen Dubner

Steven Levitt, Author, *Think Like a Freak*, *Freakonomics* and *SuperFreakonomics*

Stephen Dubner, Author, *Think Like a Freak*, *Freakonomics* and *SuperFreakonomics*

In conversation with **Kishore Hari**, Director, Bay Area Science Festival

Now, it's time for you to think like a "freak." Levitt and Dubner's newest masterpiece helps us get wacky to analyze the decisions we make, the plans we create and even the morals we chose. Get freaky – and these statistic gurus will teach you how to make smarter, harder and better decisions. With practical insights from "The Upside of Quitting" to "How to Succeed – With No Talent," Levitt and Dubner have again turned our brains inside out and made statistics sexy. There's a hidden side to everything. Get the inside scope from freakonomists Dubner and Levitt.